

Components of a Training Course

Addressing these training components will assist you in focusing your design and will help potential attendees to decide if the course is right for them.

Example

- | | | |
|----|---|---|
| 1. | Title | Finance for Non-Financial Managers |
| 2. | Course description-what is the goal of the course? Provide a brief description of content. | This introductory course focuses on the basic financial knowledge that all XYZ company managers should be able to read and interpret; including Profit and Loss Statement, Cash Flow Statement, and Balance Sheet. |
| 3. | Learning outcomes-what will the participants be able to do as a result of this program? | <p>At the of this course, you will be able to:</p> <ul style="list-style-type: none">▪ Read and interpret a Profit and Loss Statement▪ Read and interpret a Cash Flow Statement▪ Read and interpret a Balance Sheet▪ Determine a company's P/E ratio▪ Determine a company's long-term growth potential based on its financial statements▪ Identify items that appear on company financials that need further investigation |
| 4. | Length-will the course be conducted over a number of hours, a number of sessions, a number of days, or number of weeks? | Classes will be held every Wednesday from 2 – 3:30p, beginning (MM/DD/YY). Each week will focus on a new financial statement and include intersession assignments. |
| 5. | Format-will the course be lecture oriented, participants centered, experiential, including role plays, etc. | This interactive course will provide you with plenty of opportunity to work with statements of interest to <i>you</i> and to ask questions of our financial professionals. |
| 6. | Audience-who should attend? Define job responsibilities, levels or titles, as well as maximum group size. | This course is mandatory for all managers with an L7 or higher. Class size not to exceed 12 participants. |
| 7. | Participant preparation / pre-requisite – if applicable; these may include minimum literacy level or on-the-job experience. | Please bring a calculator and the annual report for a company you are interested in (it does not have to be XYZ company) to each session. |

- | | | |
|----|---|---|
| 8. | Instructional materials-what materials will be provided to the participants to assist in their learning? Include workbooks, handouts, textbooks, instruments, job aids, or equipment you will need in order to conduct the training: include flip charts, markers, overhead projectors, video projectors, software, etc.. | Need 2 flipcharts, LCD projector/screen |
| 9. | Resource list-many participants appreciate a list of further references that they can pursue on their own time. | <i>How to Read a Financial Report</i> by John Tracy

<i>How to detect Accounting Gimmicks and Fraud in Financial Reports</i> by Howard Shilit

<i>Financial Statements: a Step by Step Guide</i> by Thomas Ittelson |